

**LODI CITY COUNCIL  
SHIRTSLEEVE SESSION  
CARNEGIE FORUM, 305 WEST PINE STREET  
TUESDAY, OCTOBER 27, 2009**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, October 27, 2009, commencing at 7:04 a.m.

Present: Council Member Hitchcock, Council Member Johnson, Mayor Pro Tempore Katzakian, Council Member Mounce, and Mayor Hansen

Absent: None

Also Present: City Manager King, City Attorney Schwabauer, and City Clerk Johl

B. Topic(s)

B-1 Report on Downtown Summit

City Manager King introduced the subject matter of the Downtown Summit report and provided a PowerPoint presentation regarding the same. Specific topics of discussion included why have a downtown summit, the format of the event, where we want to be, recognition for downtown Lodi, what now, survey results, positives, needs, results applicable to visitor and business/property owners, ranking of priorities for business/property owners, leading barriers to financial success, needs to make a more friendly/vibrant downtown, Sacramento Street targeted for development, downtown needs for visitors, safety results, discussion group findings, priorities identified by a single group, and the next steps.

Michael Freedman provided a brief presentation and specifically discussed the progress that has been made in downtown since the first efforts were made, consumer preferences over the last decade, market forces taking place, downtown needs as they have progressed over the years, appearance and cleanliness of downtown, businesses to stay open on Sundays, and the overall need to focus on the most effective and highly desired items versus everything at once.

In response to Mayor Hansen, Mr. Freedman stated education is the key when it comes to solving parking challenges in that the active core of merchants need to understand for themselves the value associated with available parking spaces in front of their businesses. Mr. Freedman stated positive enforcement is preferred and for those merchants that choose not to participate a more aggressive parking enforcement mechanism may be needed.

In response to Mayor Hansen, Mr. Freedman stated economic development programs run by the City Manager's office are always more effective in light of the knowledge base and the enthusiasm from the City Manager himself.

In response to Council Member Hitchcock, Mr. Freedman stated the top things on the priority list for downtown revitalization could include high quality restaurants on School Street, selecting a property for a daytime anchor, getting that property ready, and working on national retailers.

In response to Council Member Hitchcock, Mr. King stated one way to work with property owners is to provide financial incentives such as what Mountain View did on Castro Street with the parking options and incentives.

In response to Council Member Johnson, Mr. Freedman stated the retail, entertainment, and activity uses should be concentrated on School Street, with a condominium focus on Sacramento

Street and Church Street in light of the commuter rail efforts and the housing market return over the next few years.

A brief discussion ensued among Council Member Mounce and Mr. King regarding the use of Art in Public Places funding and efforts, along with the Winegrape Commission and the Conference and Visitors Bureau, for directional signs to encourage downtown tourism in conjunction with the wine industry.

In response to Mayor Hansen, Mr. King stated there was general consensus among the groups at the summit that there should be an anchor and specialty shops.

In response to Council Member Hitchcock, Mr. King provided a brief overview of what a possible business improvement district could look like and specifically discussed current assessments through business licensing and property taxes, a governing board of directors, assessments paid based on proportionality, all property owners assessed without exception, and the preliminary idea coming from the business community with the City working with property owners and businesses to facilitate the district.

In response to Mayor Hansen, Mr. King stated he is not aware of any kiosk-related discussions that came up during the summit.

Phil Pennino spoke in favor of downtown revitalization efforts and specifically discussed the synergy among the property owners to move forward, efforts being made toward downtown appearance and cleanliness, facilitating groups coming together, the need to revisit parking issues, attracting a downtown anchor, possible housing efforts, lodging in downtown, and the creation of a business improvement district.

In response to Myrna Wetzel's question regarding out of town landlords, Mr. King stated the issue is more of any property owner being motivated enough to invest in the community when they are currently receiving an adequate return on their investment.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 8:30 a.m.

ATTEST:

Randi Johl  
City Clerk